

Industry: Automotive Supplier

CEO's Concern:

- > To bridge the gap and become the market leader in terms of market share
- > To offer better value to OEM customers and enhance the share of wallet

How TQMI helped:

- Identified various factors that customer values through the Customer Value Management approach
- Selected critical factors where improvement takes the client ahead of the competitors and becomes the benchmark
- Followed the Gemba (workplace) focused approach to understanding the real issues
- Used scientific methods to carry out the improvement
- Sustained the gains through standardization, training, and compliance

How TQMI helped:

- Reduced customer complaints at OEM end to zero for all products in that segment
- Gained customer trust
- Contributed to enhancing 'Share of Wallet' and market share
- Improved top-line and profit margins



Complaints at oem customer end

